Promotion of tourism sector

695. SHRI M.V. MYSURA REDDY: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that due to globalization the Department of Tourism is meant not only ITDC but also entire tourism sector;

(b) if so, whether there is any proposal under Government's consideration to change the Department of Tourism to be taken on itself the role of promoting tourism; and

(c) if so, the details thereof?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (c) Ministry of Tourism is a nodal agency for the formulation of policies and programmes and for the coordination of various tourism activities for the overall development and promotion of tourism in the country. ITDC is a public sector undertakeing providing tourism package including accommodaton, travel related services, event management, publicity, consultancy etc.

Promotion of tourism

†696. MISS ANUSUIYA UIKEY: Will the Minister of TOURISM be pleased to state:

(a) whether new tourism campaigns have been included in domestic tourism industry for promotion of tourism;

(b) if so, the details of such tourism campaigns;

(c) whether any steps have been taken to make hilly areas as rubbish-free; and

(d) if so, the details thereof?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) and (b) Yes, Sir. The domestic campaign has been launched throughout the country in the print, electronic and online media. The campaign aims at

†Original notice of the question was received in Hindi.